



Ipsos Reid



## Global Television - Calgary

September 2010



9/30/2010

Nobody's Unpredictable

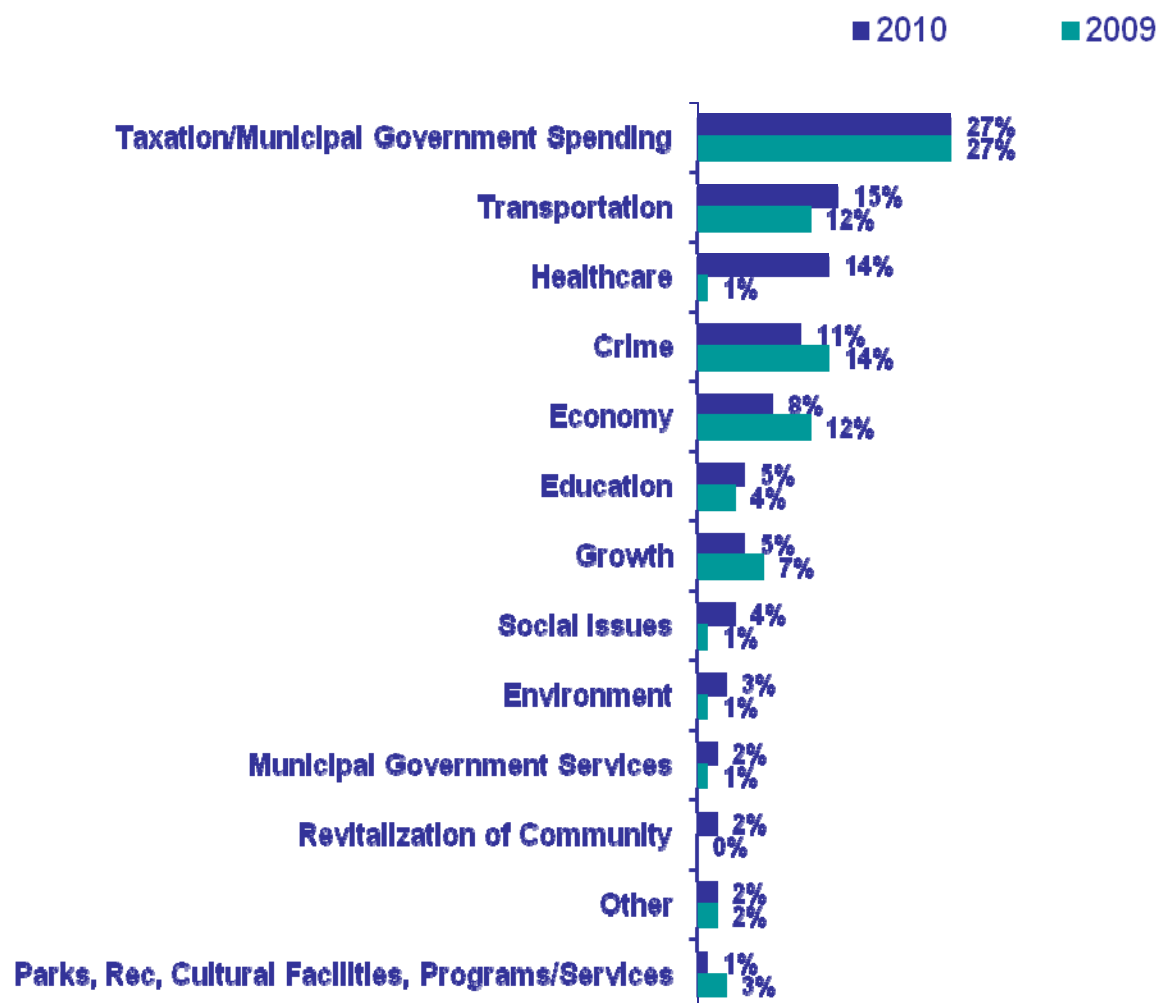
## Methodology

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- These are the findings of an Ipsos Reid poll conducted between September 6-10, 2010 on behalf of Global Television. For this survey, a sample of 7,208 Canadians from Ipsos' Canadian online panel was interviewed online as follows:
- Metro Vancouver (n=428), Kelowna Area (n=402), Calgary (n=426), Edmonton (n=433), Regina (n=422), Saskatoon (n=425), Winnipeg (n=423), Toronto (n=437), Montreal (n=425), Halifax (n=423), Nova Scotia outside Halifax (n=426) – herein called Nova Scotia, New Brunswick (n=432), Rest of Canada (n=2,106)
- Weighting was then employed to balance demographics and ensure that the sample's overall composition reflects that of the adult population according to Census data and to provide results intended to approximate the sample universe.
- A survey with an unweighted probability sample of this size and a 100% response rate would have an estimated margin of error of:
  - +/-4.8 percentage points for each individual city/region, 19 times out of 20, of what the results would have been had the entire population of that particular city or region been polled;
  - +/-1.2 percentage points for the national Canadian population, 19 times out of 20, of what the results would have been had the entire population of adults living in Canada been polled.
- All sample surveys and polls may be subject to other sources of error, including, but not limited to coverage error, and measurement error.
- Note of change in methodology: last year's "national" figures were an aggregate of all of the cities/regions combined and was therefore best described as a sample of urban Canadians. This year's national numbers are a truer reflection of a national sample (including rural Canadians). Thus, tracking comparisons on a national level should be used with caution. For example, while concern for crime appears to be down on a national level, it is likely that crime is less of a concern for rural Canadians and this brings down the proportion of mentions of crime. Tracking at a city level is unaffected.

## **1. Local Issues Facing Community**

# Top Local Issues in Calgary



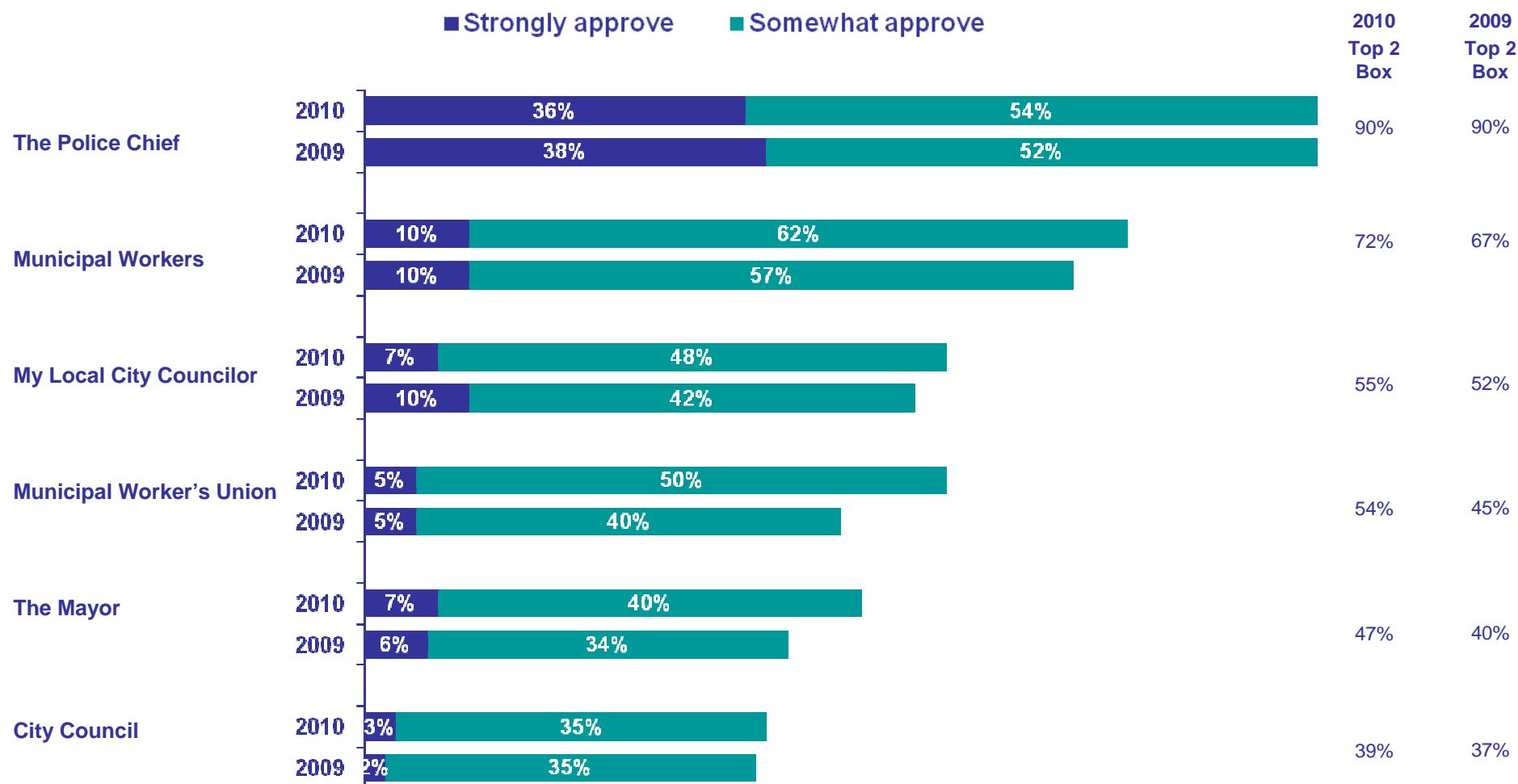
1. In your view, as a resident of Calgary, what is the most important LOCAL issue facing your community that is the one issue you feel should receive the greatest attention from your local leaders?

Base: All Calgary Respondents n=426; 2009 n=442



## Performance Approval

# Performance Approval Rating of Various Officials

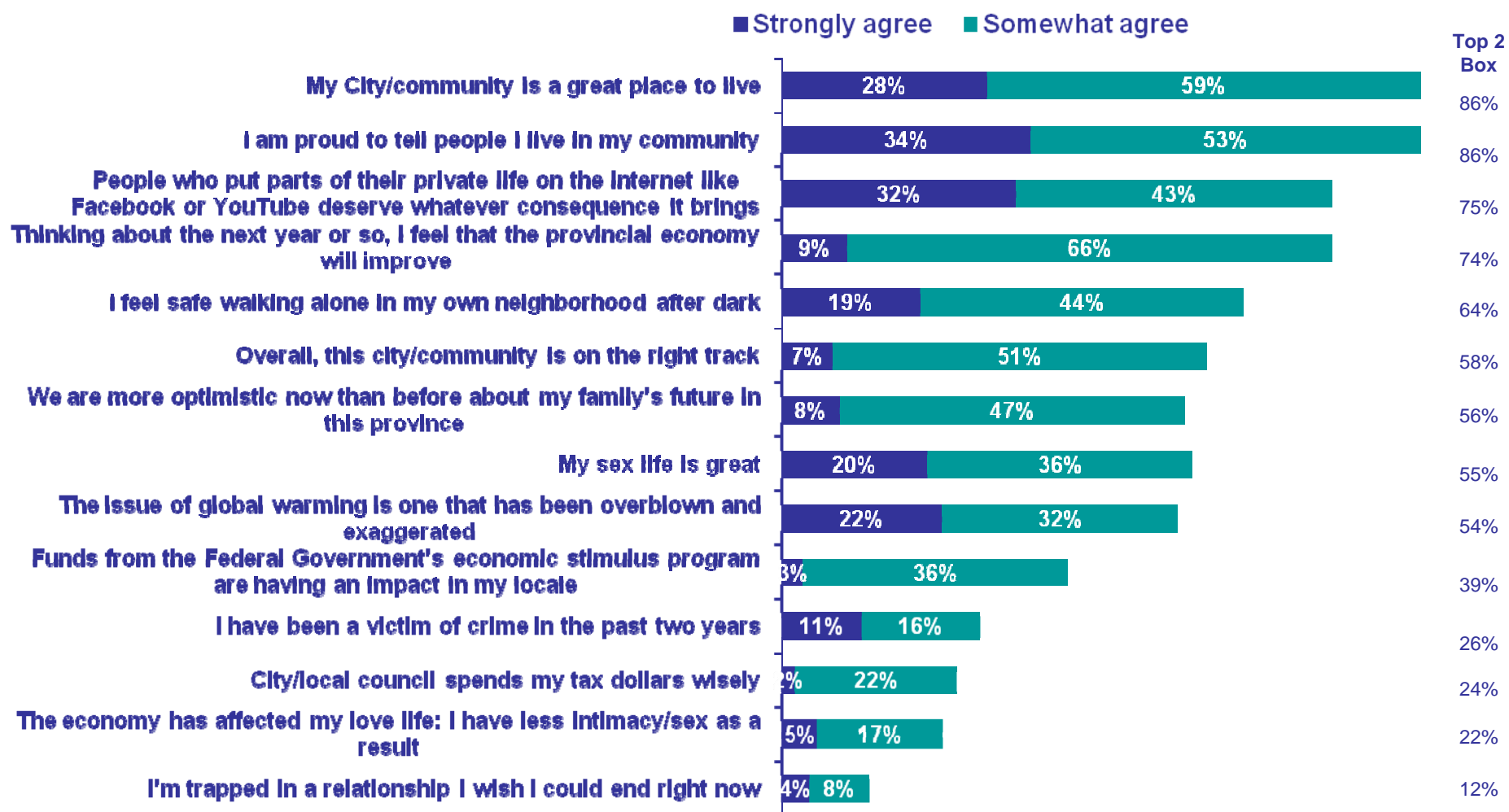


2. Generally speaking would you say you approve or disapprove of the overall performance of the following in Calgary?

Base: All Calgary Respondents n=426; 2009 n=442

## Statements about City, Love and Life

## Agreement with Statements



3. Do you agree or disagree with the following statements?

Base: All Calgary Respondents n=426



## Agreement with Statements Yearly Comparison

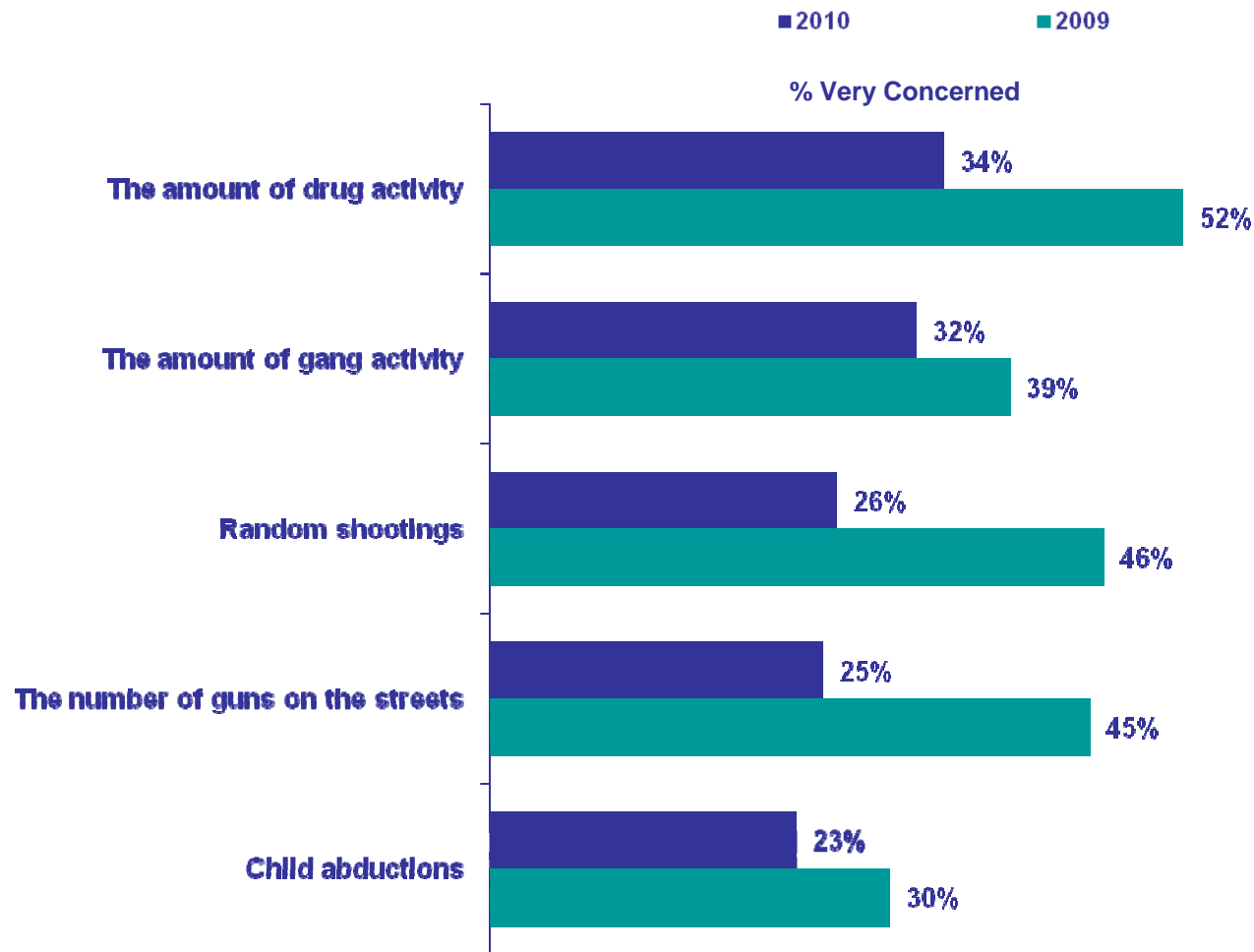
	2010	2009
	Top 2 Box	Top 2 Box
I feel safe walking alone in my own neighborhood after dark	64%	66%
I have been a victim of crime in the past two years	26%	26%
My City/community is a great place to live	86%	86%
I am proud to tell people I live in my community	86%	82%
The economy has affected my love life: I have less intimacy/sex as a result	22%	16%
People who put parts of their private life on the internet like Facebook or YouTube deserve whatever consequence it brings	75%	75%
I'm trapped in a relationship I wish I could end right now	12%	9%
My sex life is great	55%	59%
City/local council spends my tax dollars wisely	24%	21%
Overall, this city/community is on the right track	58%	54%
Funds from the Federal Government's economic stimulus program are having an impact in my locale	39%	45%
Thinking about the next year or so, I feel that the provincial economy will improve	74%	81%
We are more optimistic now than before about my family's future in this province	56%	47%
The issue of global warming is one that has been overblown and exaggerated	54%	57%

### 3. Do you agree or disagree with the following statements?

Base: All Calgary Respondents n=426; 2009 n=442

## Concerns about Crime and Safety

## Concerns About Crime and Safety

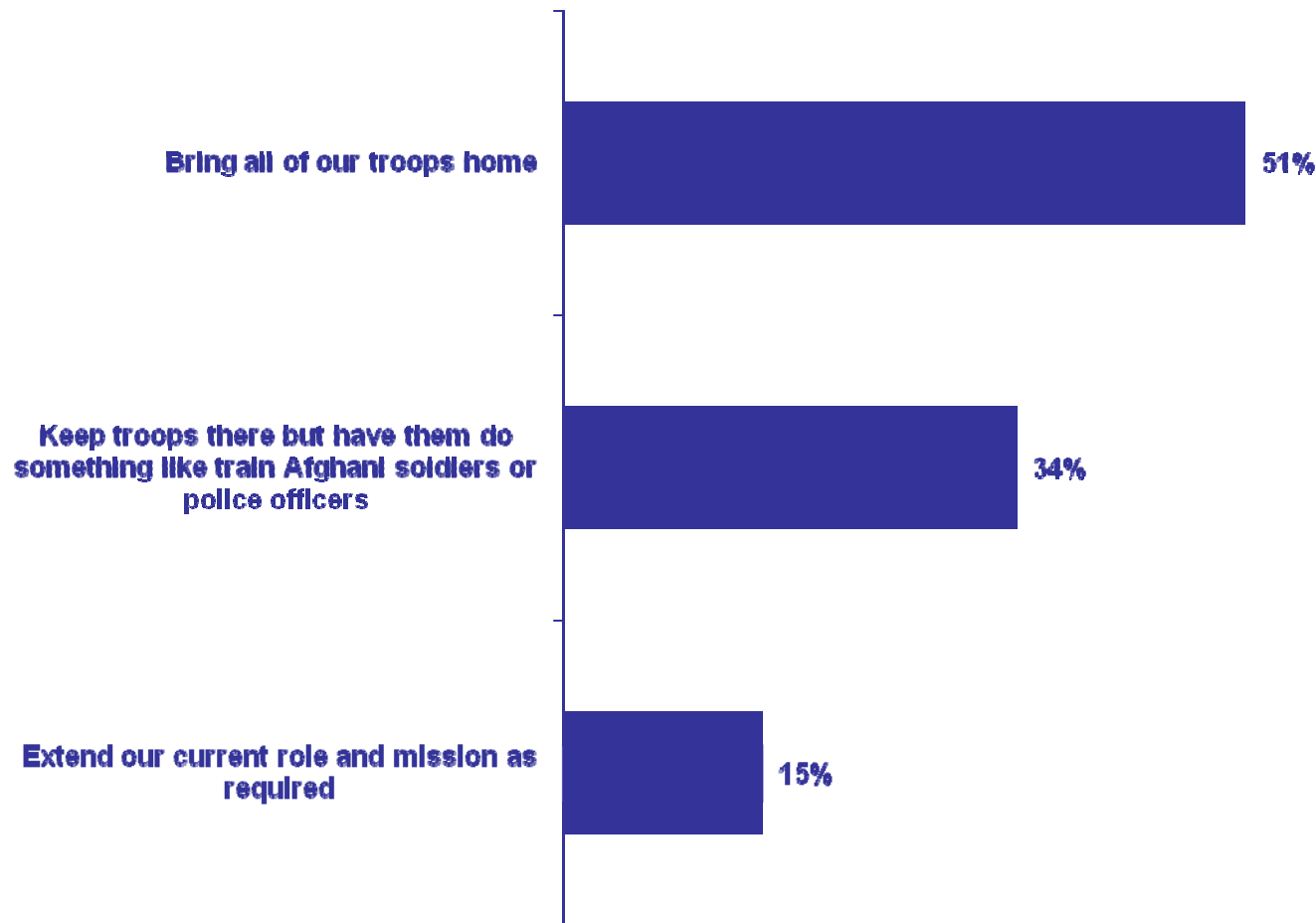


4. How concerned are you about the following in your community?

Base: All Calgary Respondents n=426; 2009 n=442

## Views on Afghanistan

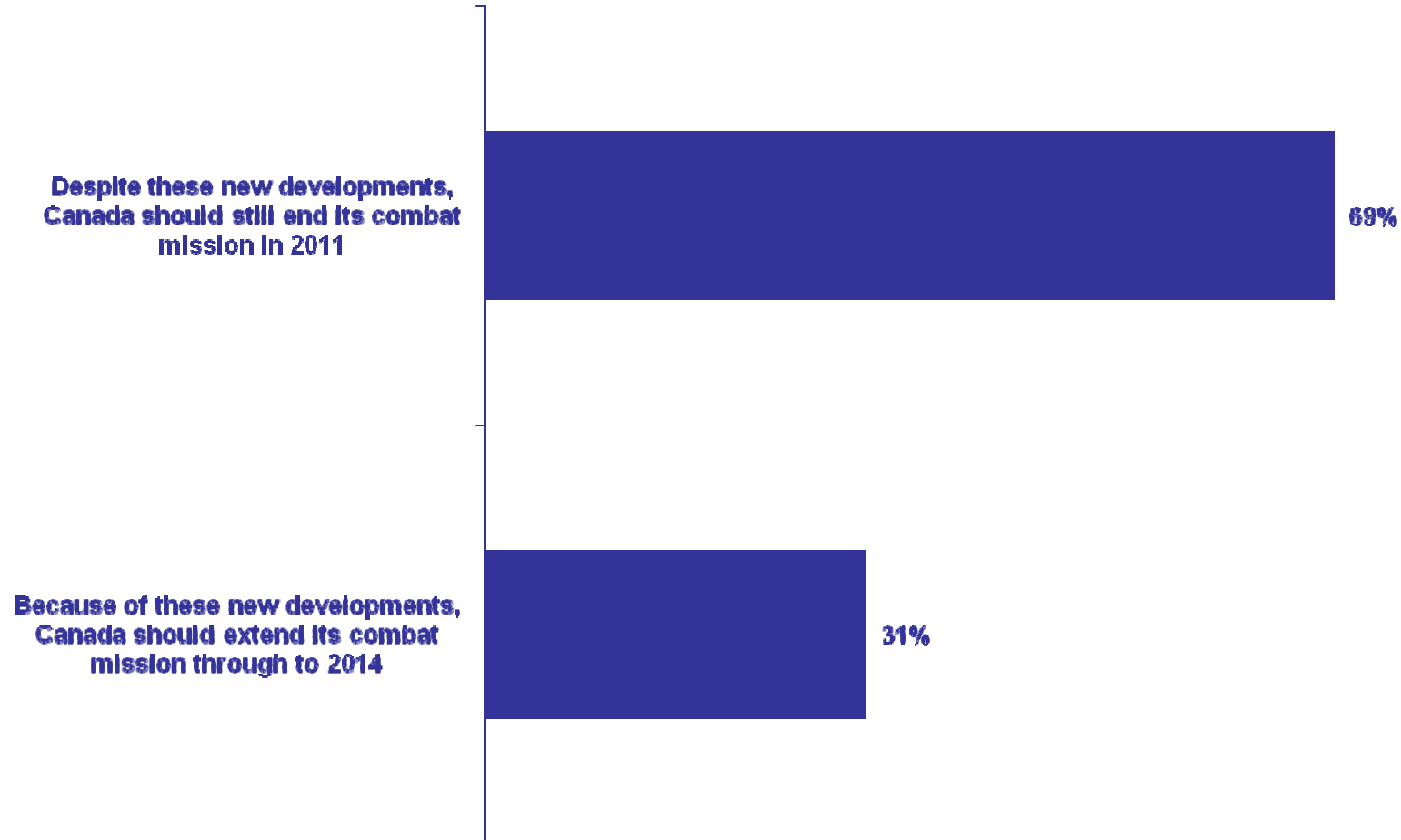
## Views on Afghanistan – Position on Current Mission



5. There has been some talk recently about what Canada should do after our military mission in Afghanistan is supposed to finish in 2011. Which of the following would you be most likely to support?

Base: All Calgary Respondents n=426

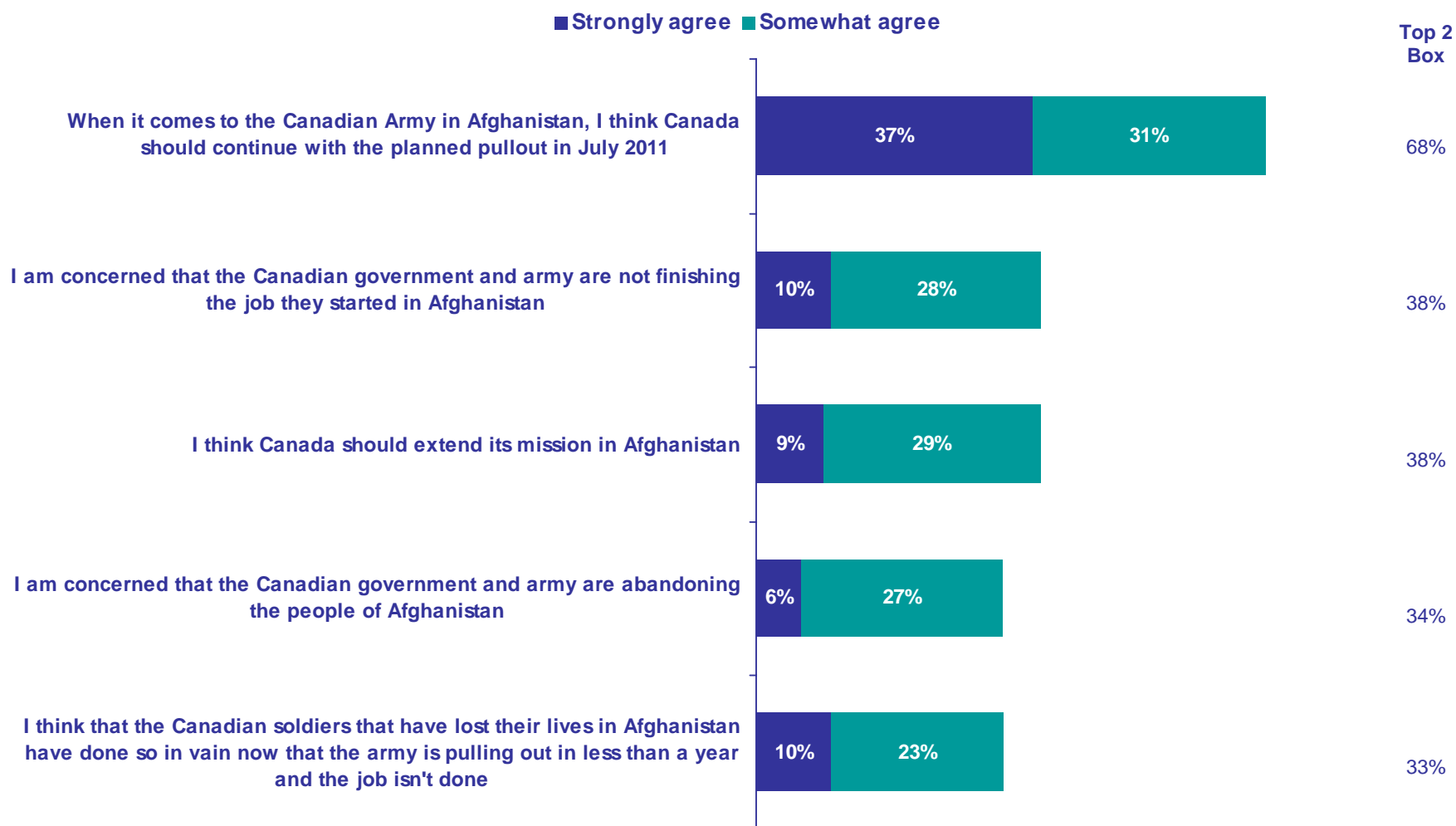
## Afghanistan – Mission End Date Position



6. As you may know, in the past few weeks, foreign ministers from many western countries met in Afghanistan..... Which is closer to your point of view?

Base: All Calgary Respondents n=426

# Afghanistan Statements



15. Do you agree or disagree with the following statements?

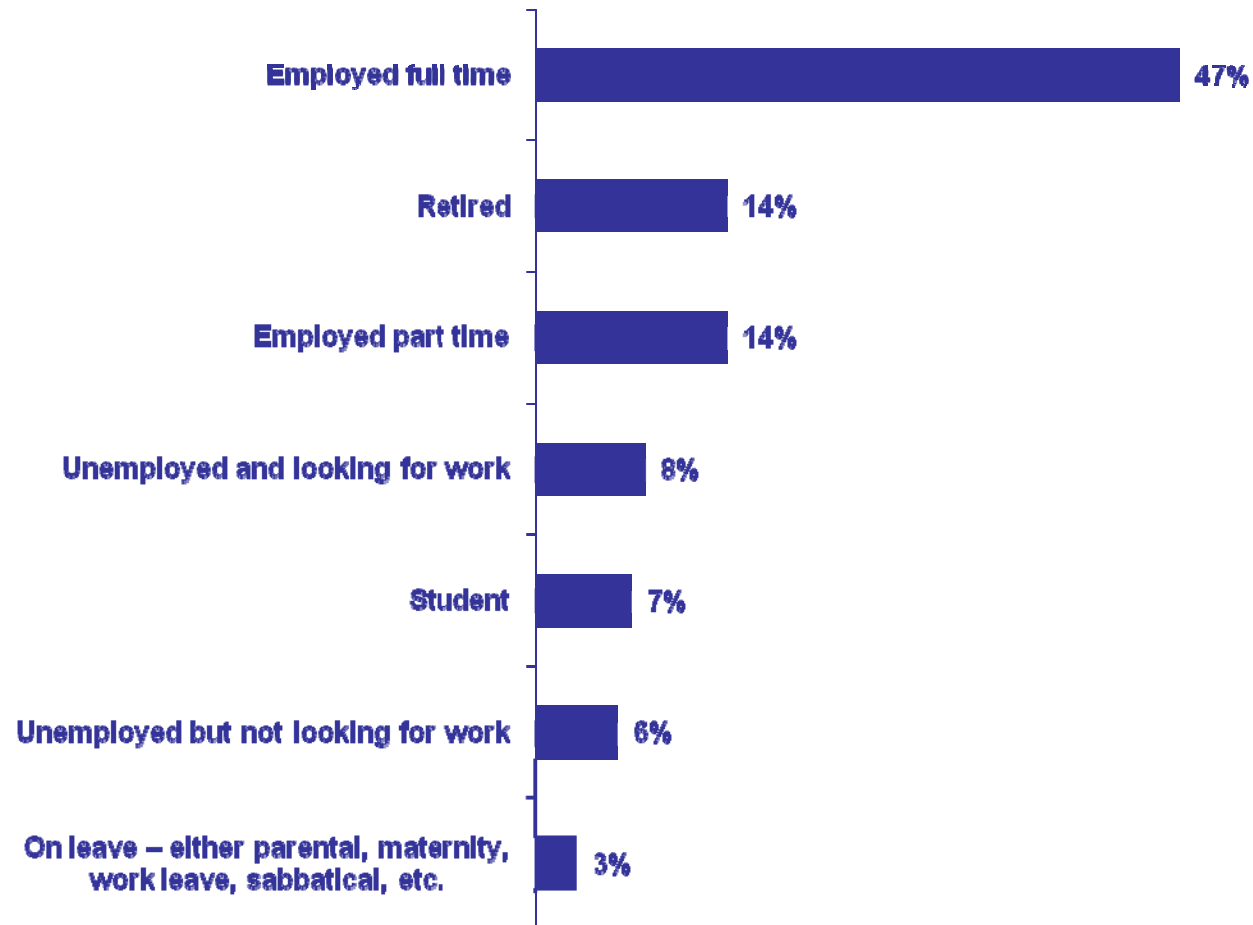
Base: All Calgary Respondents n=426



**Jobs**



## Employment Status



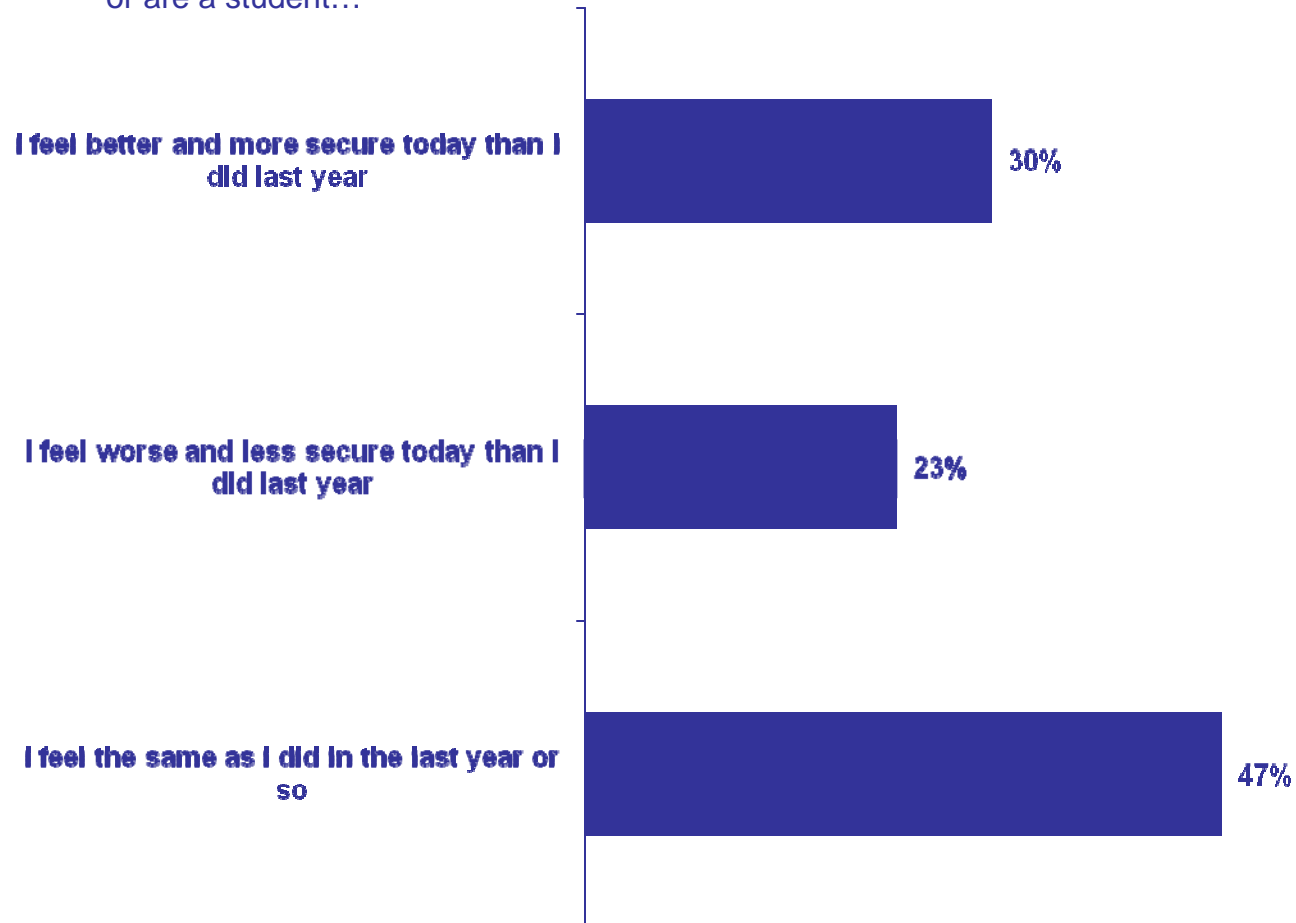
7. What is your current employment status?

Base: All Calgary Respondents n=426



## Change in Job Security

Among those who are employed,  
unemployed and looking for work  
or are a student...

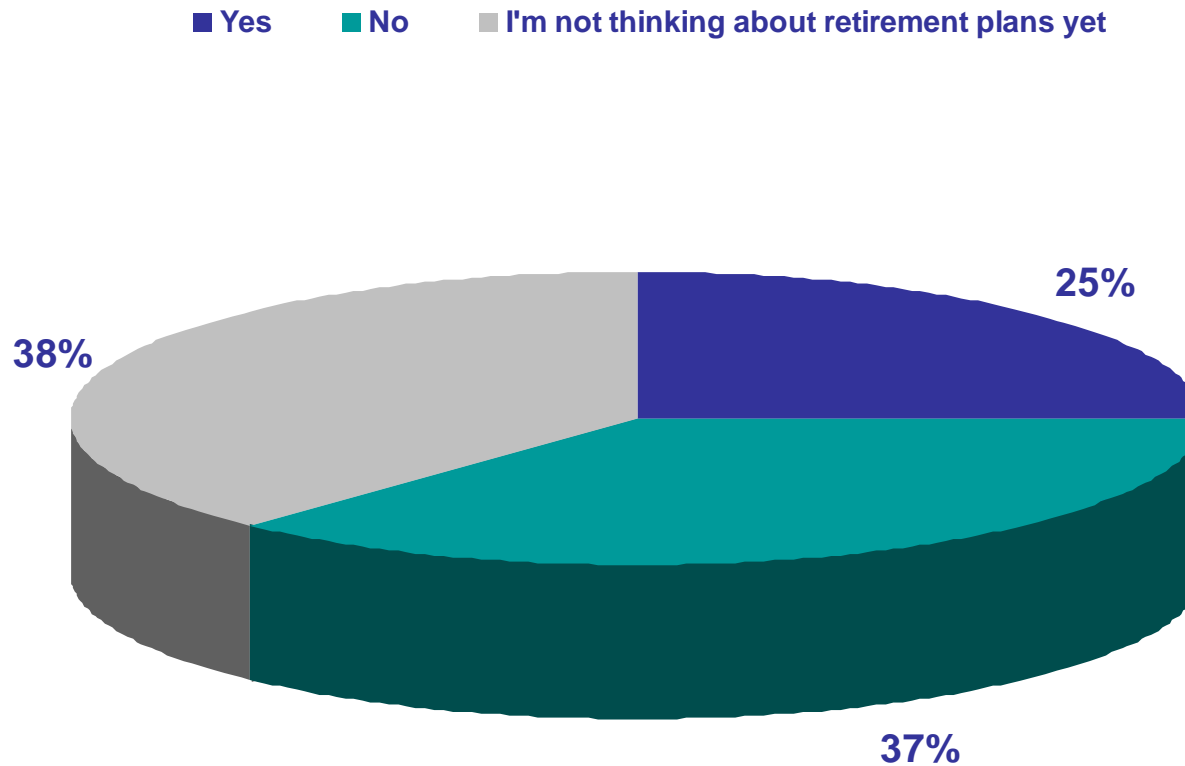


8. How secure do you feel in your job, or, if you are unemployed, about your prospects of finding a job?

Base: Respondents Employed Full/Part time/Unemployed and looking for work or Student n=304

## **Recession and Retirement**

## Recession and Retirement Plans



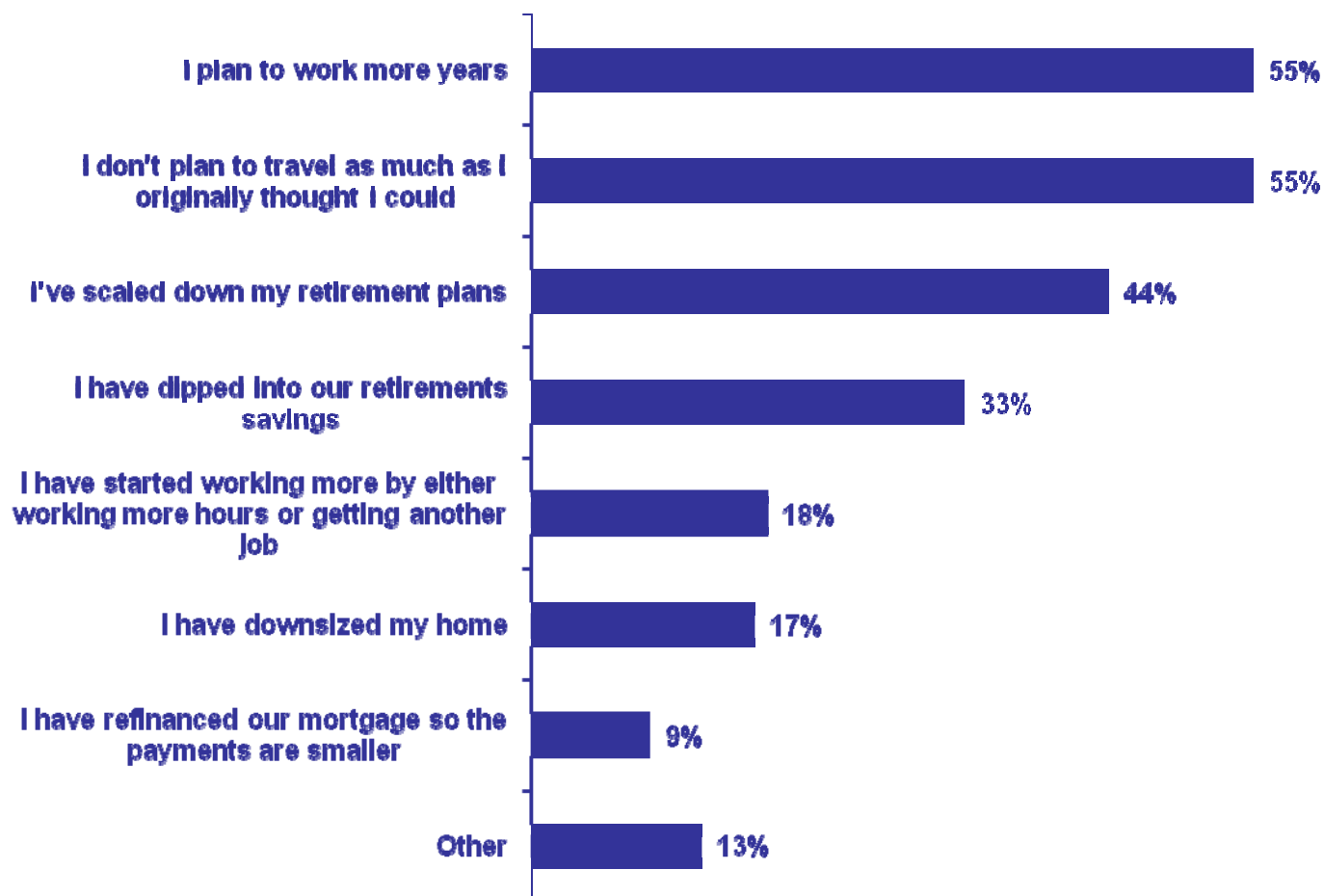
9. **Has the recession caused you to alter your retirement plans?**

Base: All Calgary Respondents n=426



## How the Recession Has Altered Retirement Plans

Among those who say the recession has caused them to alter their retirement plans...



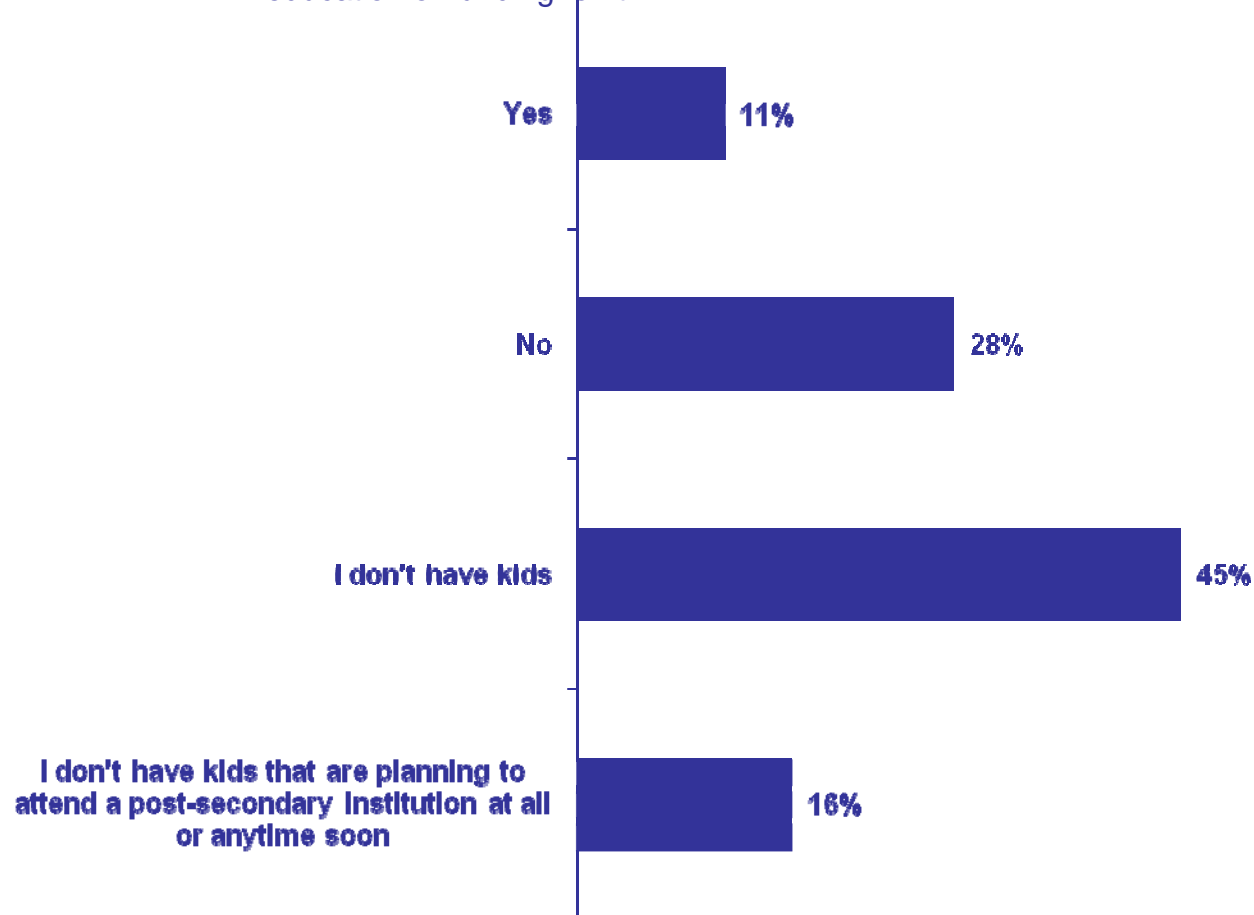
10. How has the recession caused you to alter your retirement plans?

Base: Recession caused to alter your retirement plans n=119

## **Recession and Children's Education**

## Recession and Children's Education

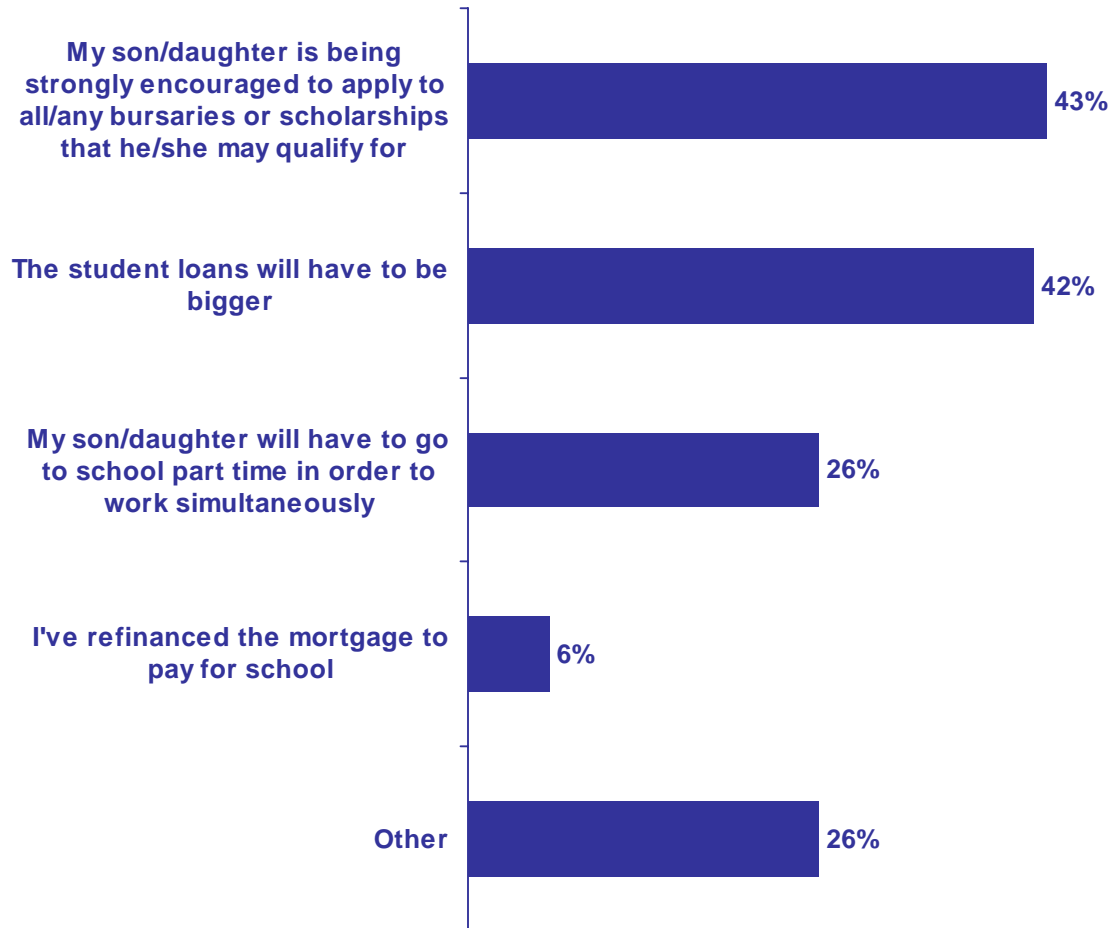
Among those who say the recession has caused them to alter their children's education or funding for it...



11. Has the recession caused you to alter your plans for your children's education or funding for it?

Base: All Calgary Respondents n=426

## Recession and Children's Education



12. How has the recession affected your plans for your children's education or funding for it?

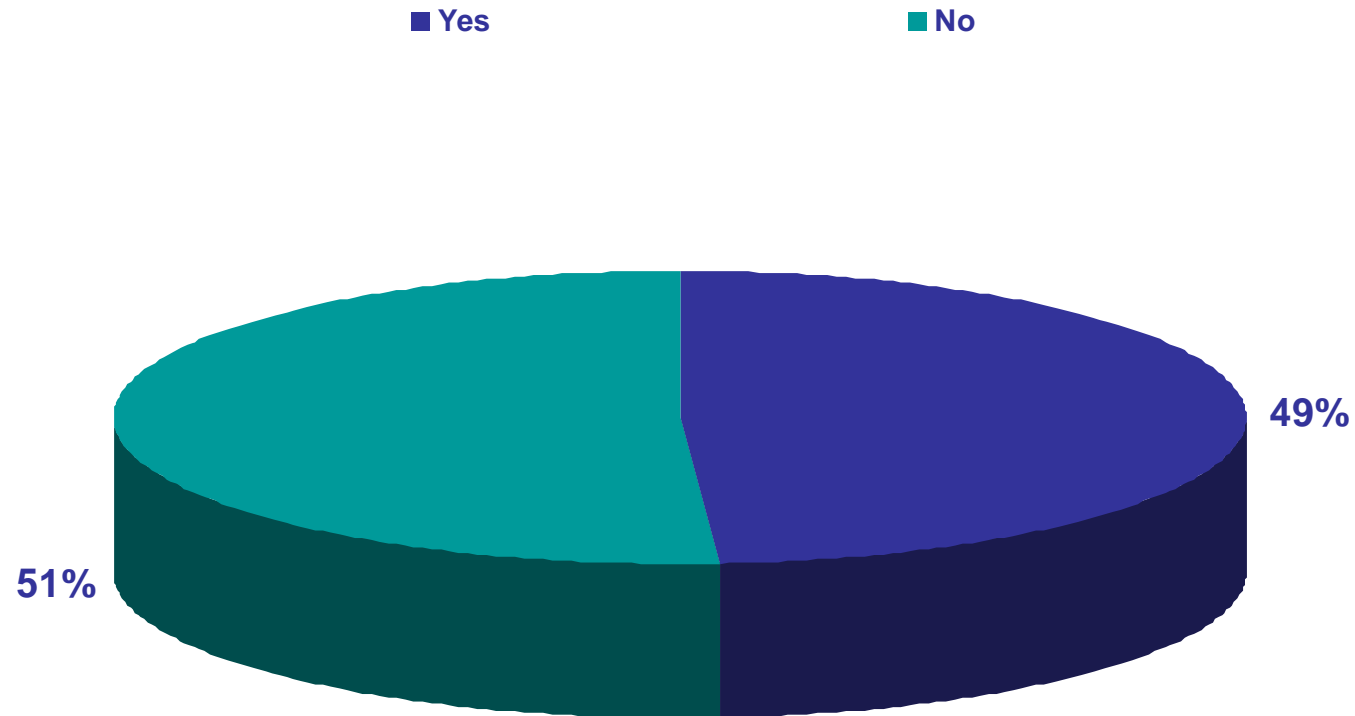
Base: Recession caused to alter your plans for your children's education or funding for it n=35



## **Recession and Investing**

## Recession and Investing

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13. **Has the recession changed the way you invest?**  
Base: All Calgary Respondents n=426

## Recession and Investing

Among those who say the recession has caused them to change the way they invest...



14. How has the recession caused you to change the way you invest?

Base: Recession caused you to change the way you invest n=205

## Food Safety and Life

# Food Safety and Other Lifestyle Statements



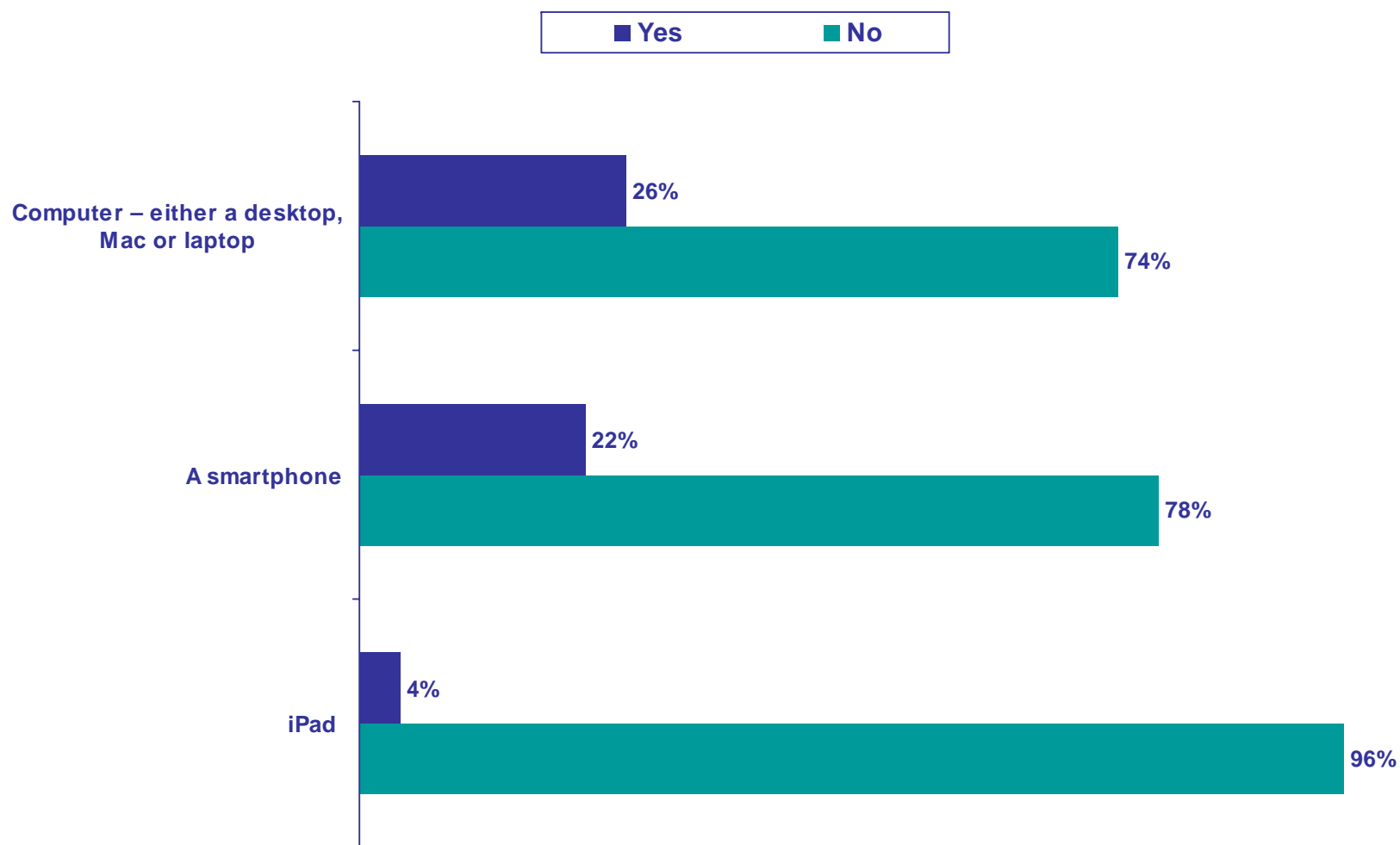
15. Do you agree or disagree with the following statements?

Base: All Calgary Respondents n=426

## Technology Matters



## Technology Purchases

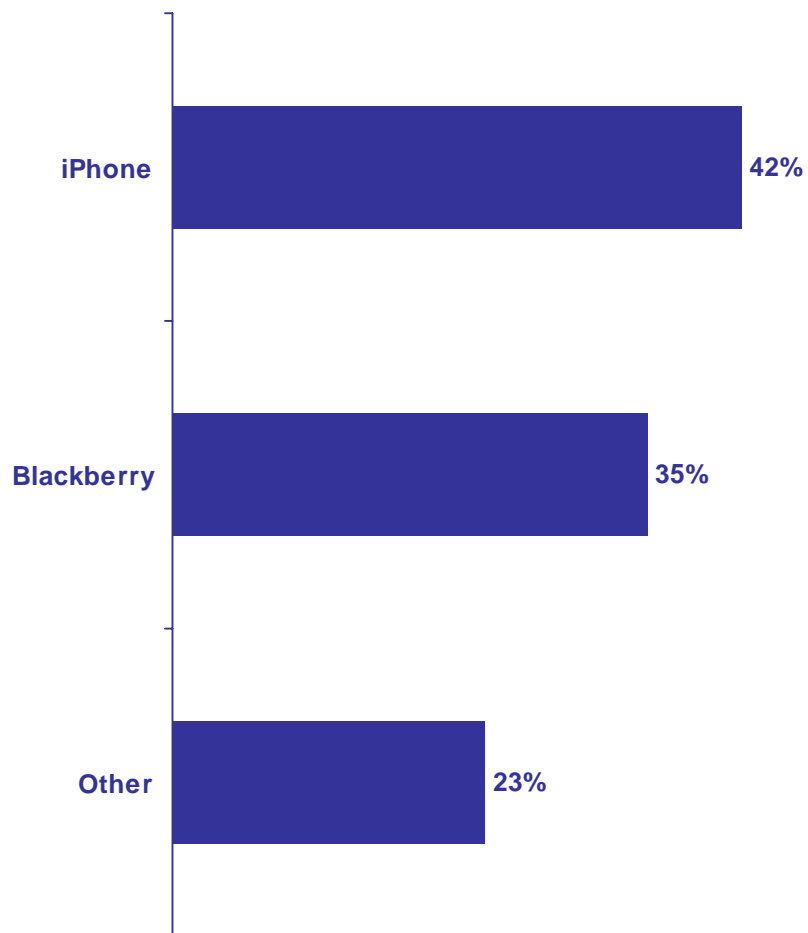


16. Have you or someone in your family bought any one of these items in the last 6 months?

Base: All Calgary Respondents n=426

## Battle of the Smartphones

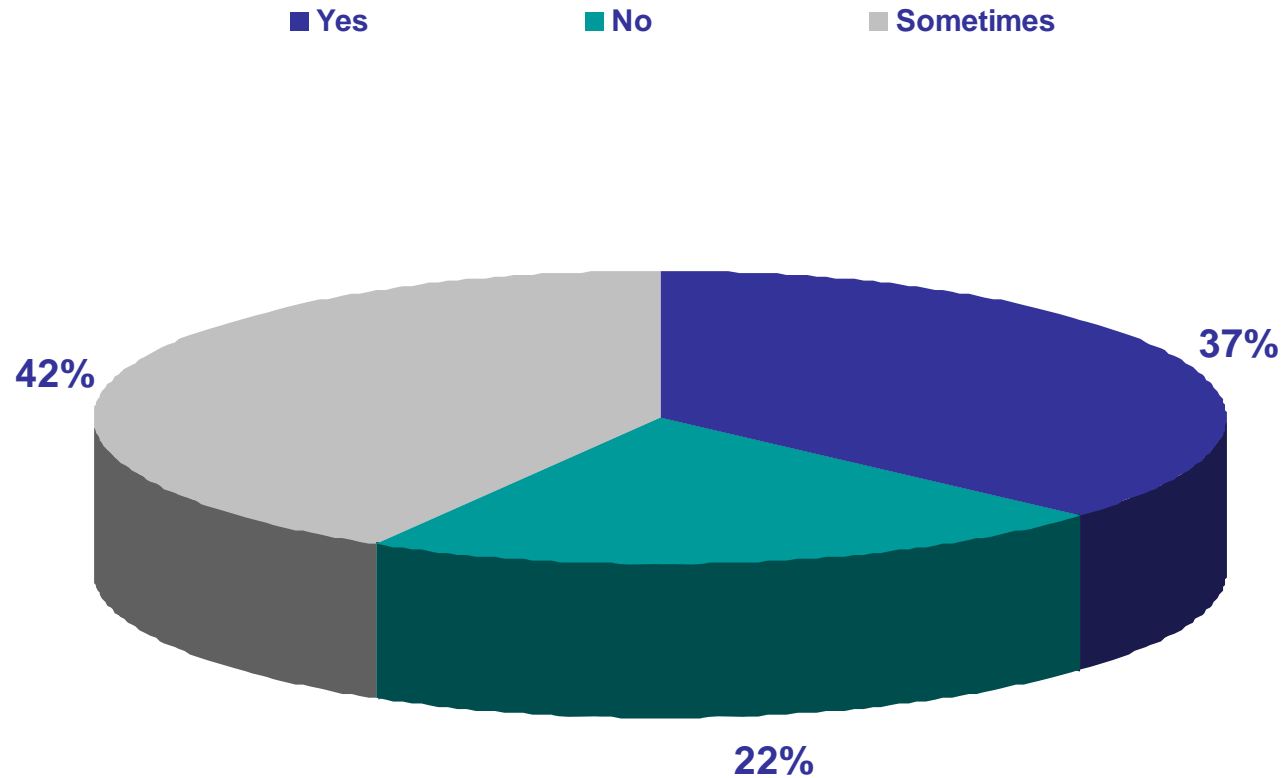
Of those who bought a smartphone  
in the past 6 months...



17. Which smartphone was purchased?

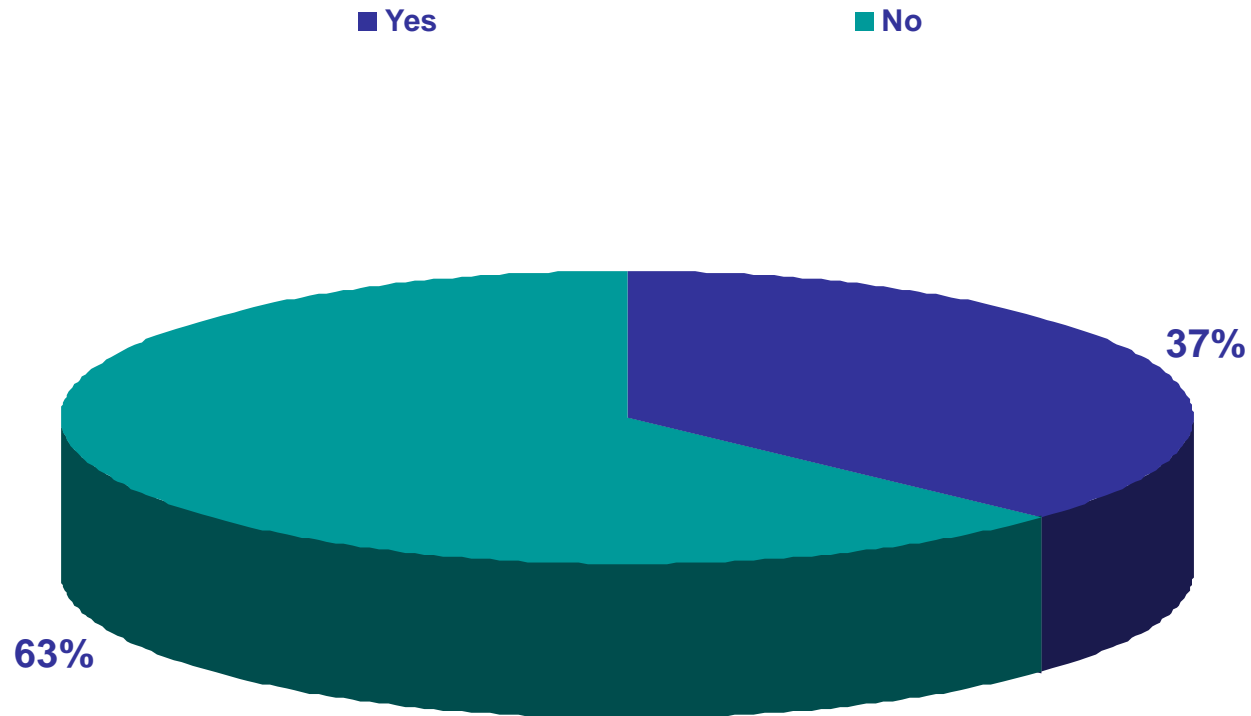
Base: Bought a smartphone in the last 6 months n=84





18. Do you feel that devices such as smartphones, iPads, and/or computers are making your life easier??  
Base: All Calgary Respondents n=426

## Antiquated Technology

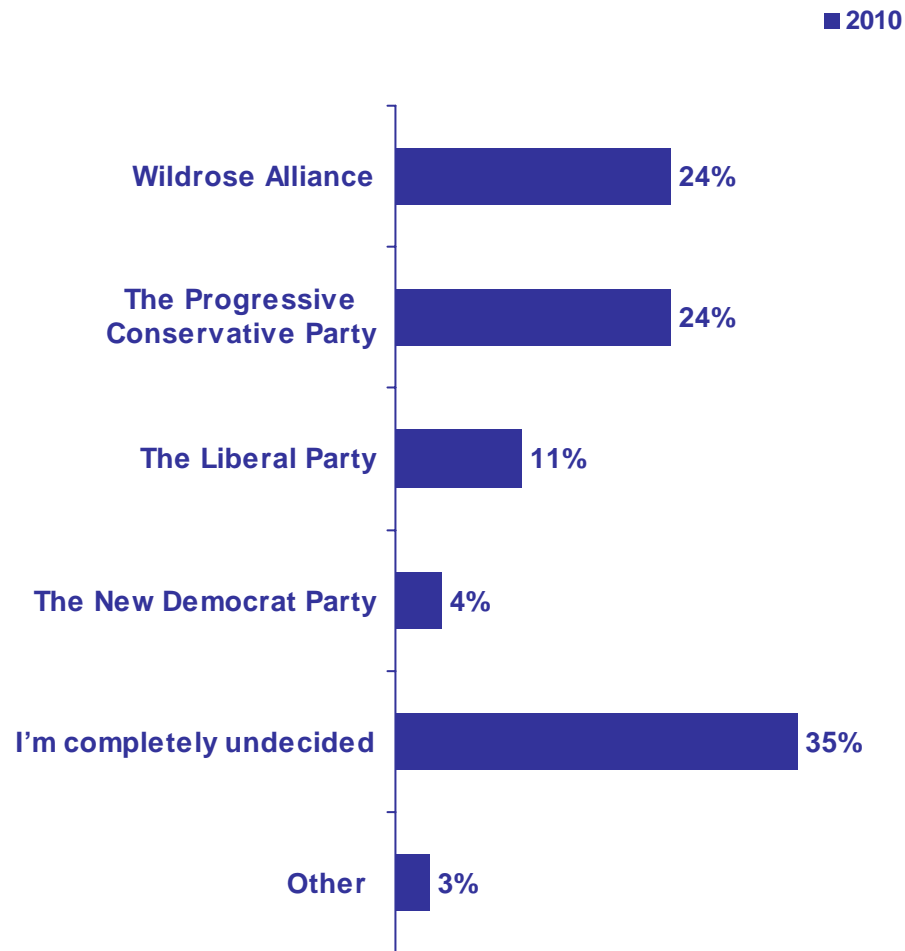


19. Are you waiting for another 6 months to a year to buy the newest technology because you are concerned the current models may be outdated very soon?

Base: All Calgary Respondents n=426

## Calgary Specific Questions

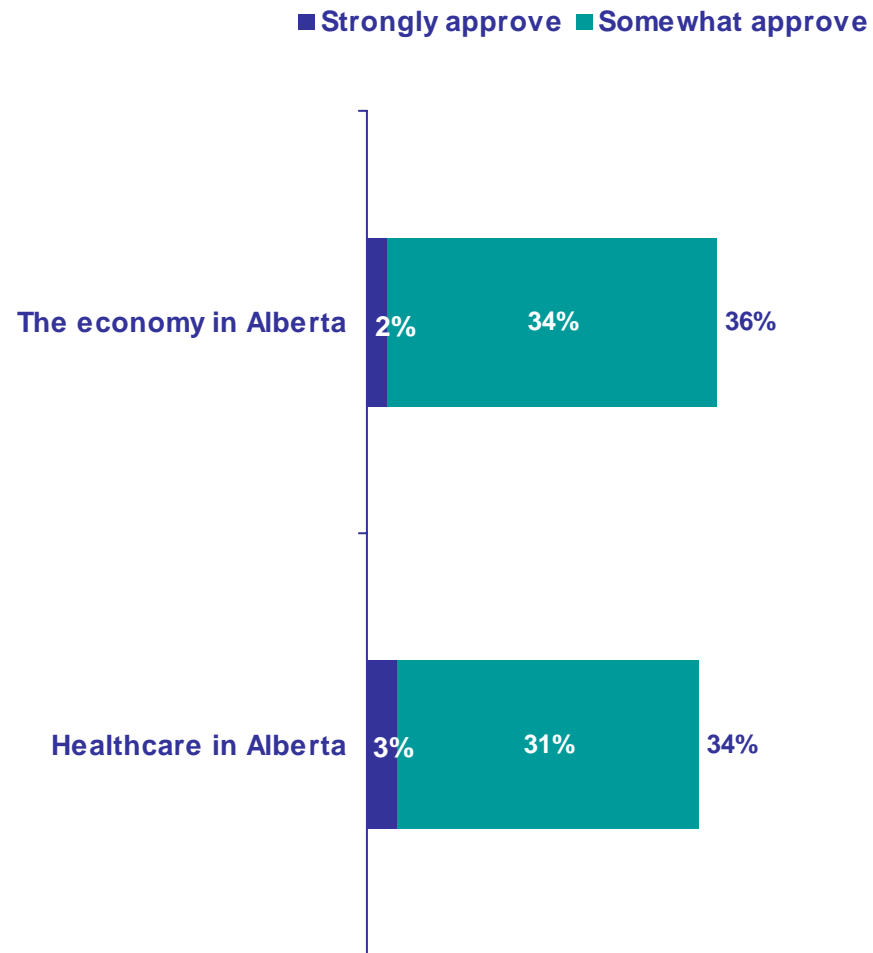
## Provincial Voting Intentions



20. And which party would you vote for if a provincial election were to happen tomorrow?

Base: All Calgary Respondents n=426

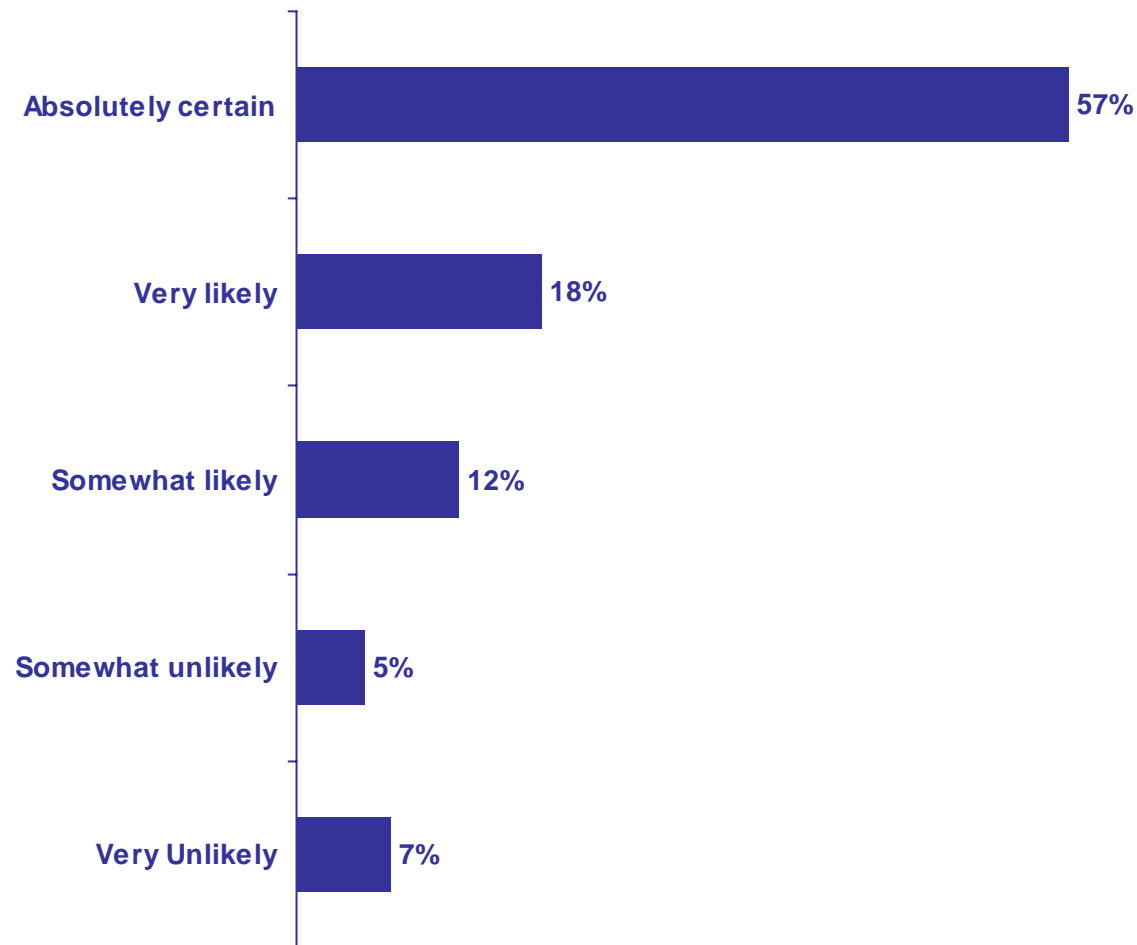
# Stelmach Government Satisfaction



21. Overall, do you approve or disapprove of the job the Stelmach provincial government has done in its handling of: 2) The Economy in Alberta?

Base: All Calgary Respondents n=426

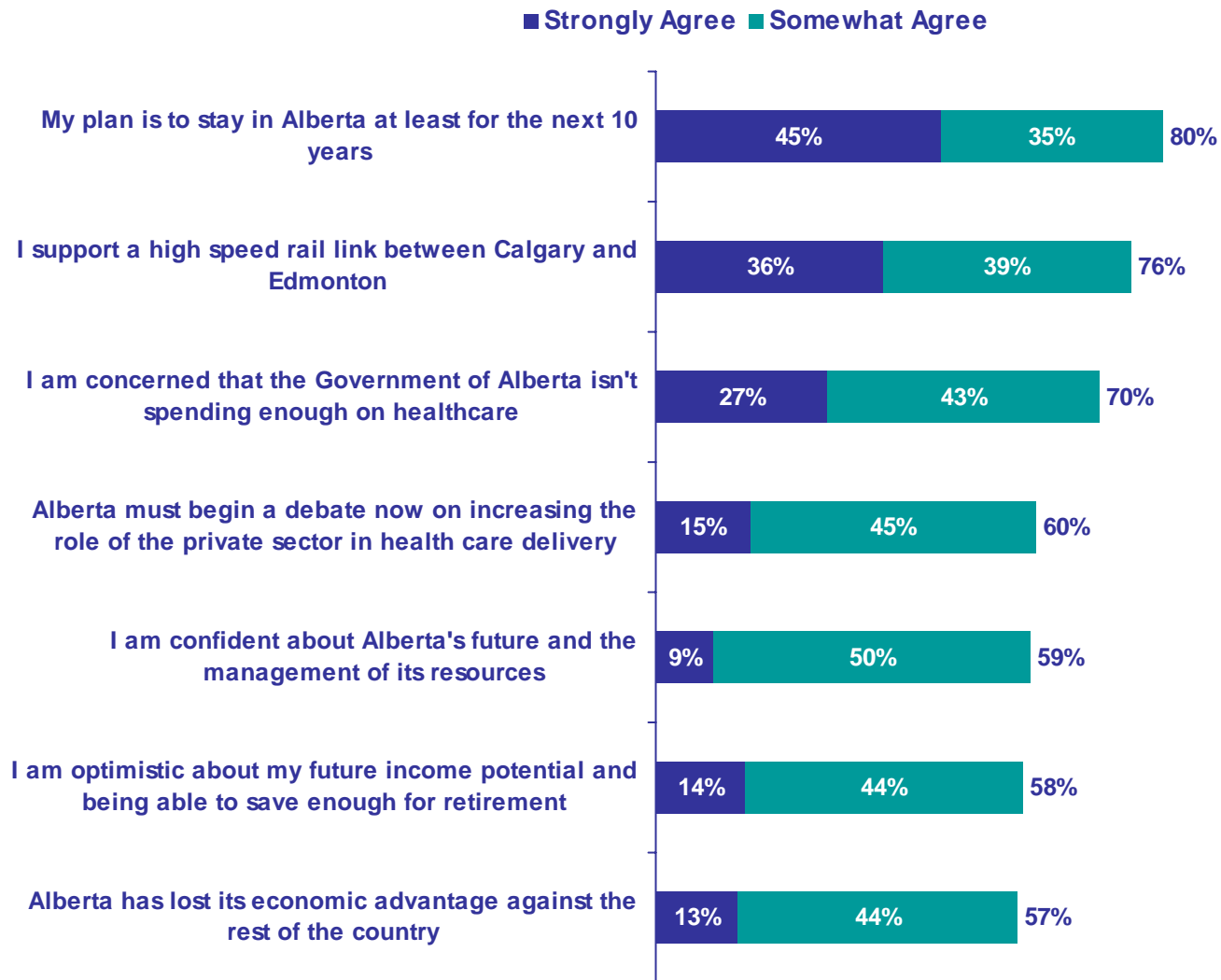
## Likelihood of Voting in Upcoming Civil Election



22. How likely are you to vote in the upcoming civic election in Calgary?

Base: All Calgary Respondents n=426

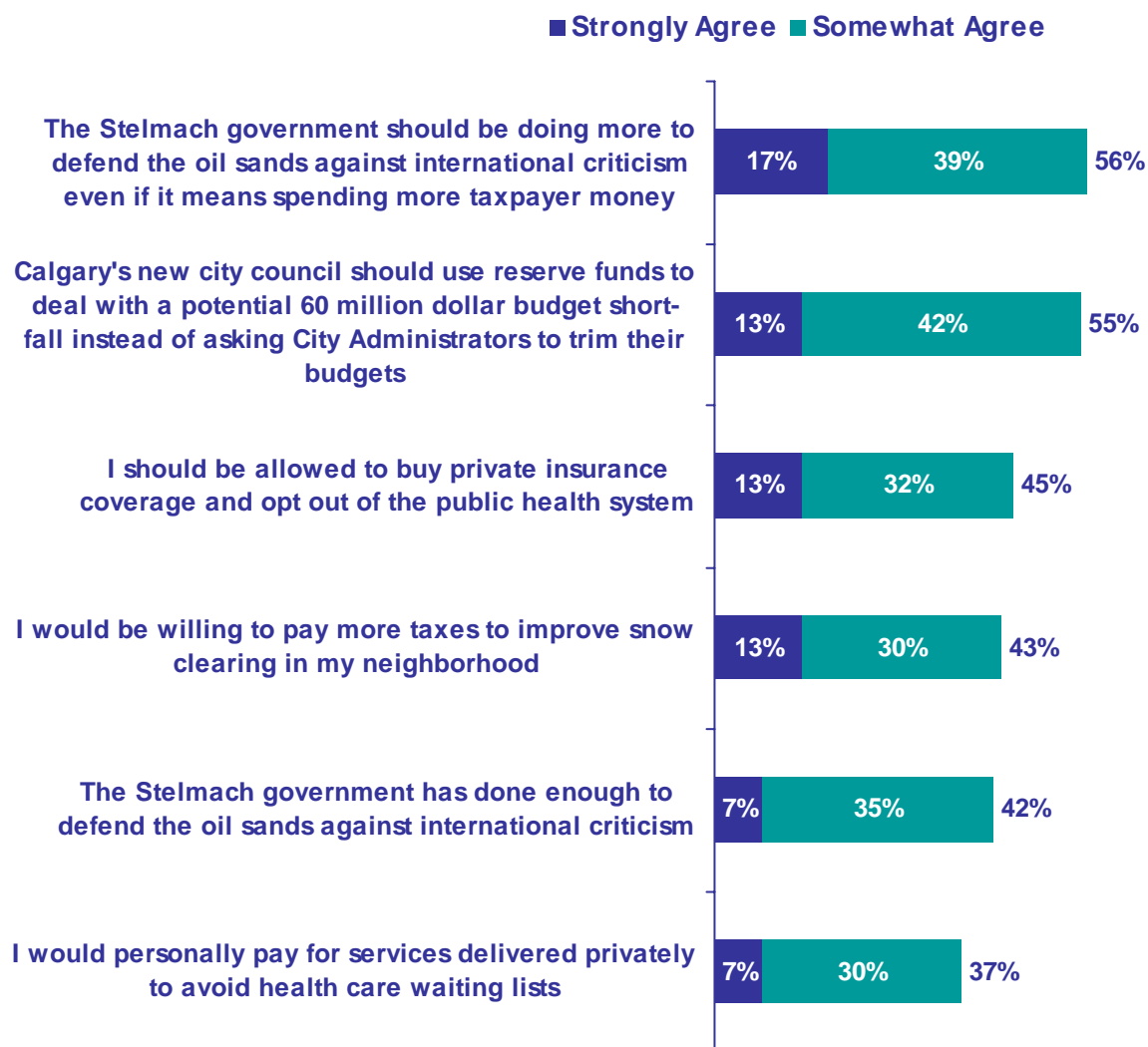
# Alberta & Calgary Agreement Statements



23. To what extent do you agree or disagree with the following statements

Base: All Calgary Respondents n=426

## Calgary Agreement Statements

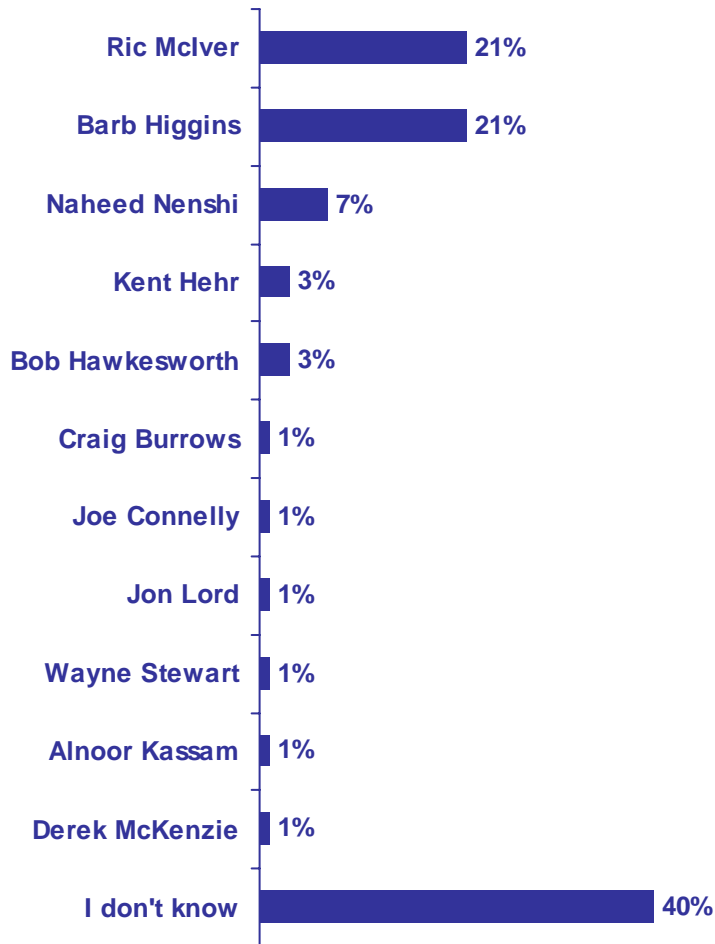


23. To what extent do you agree or disagree with the following statements

Base: All Calgary Respondents n=426



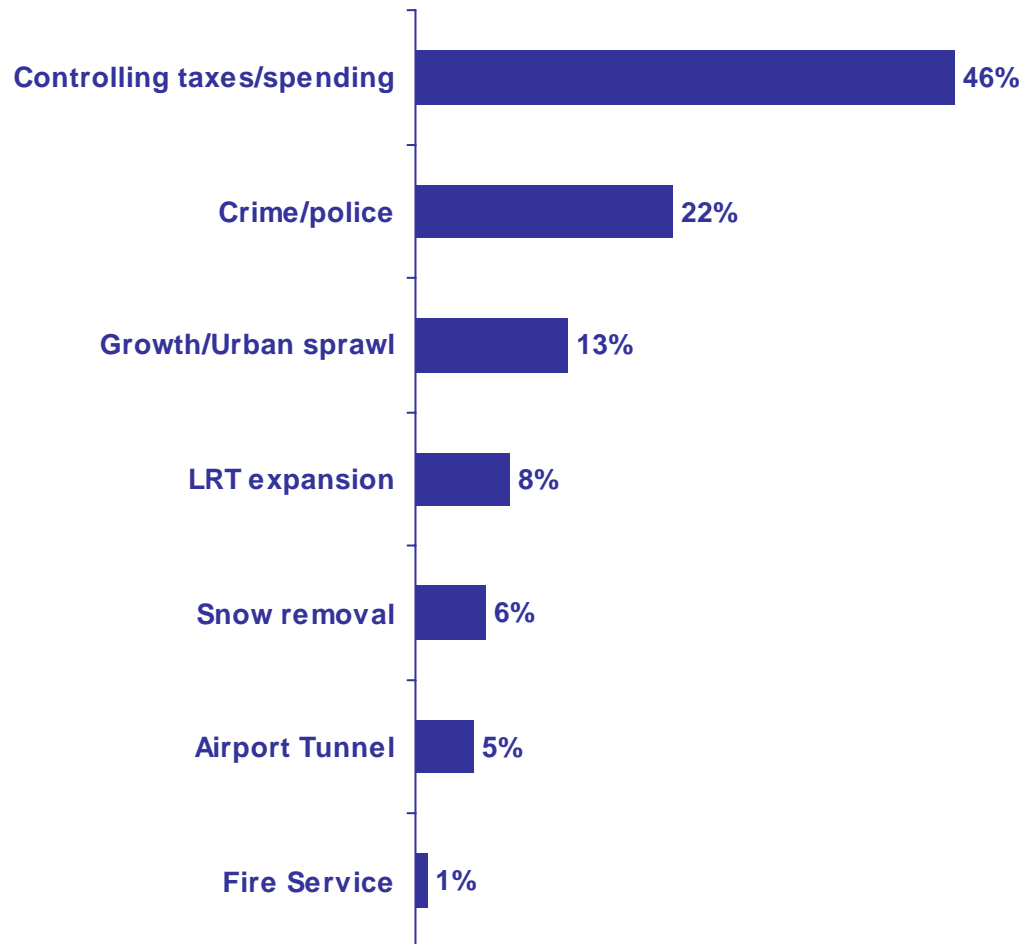
## Mayoral Election Voting Intentions



24. If a municipal election were held tomorrow, who would get your vote for mayor?

Base: All Calgary Respondents n=426

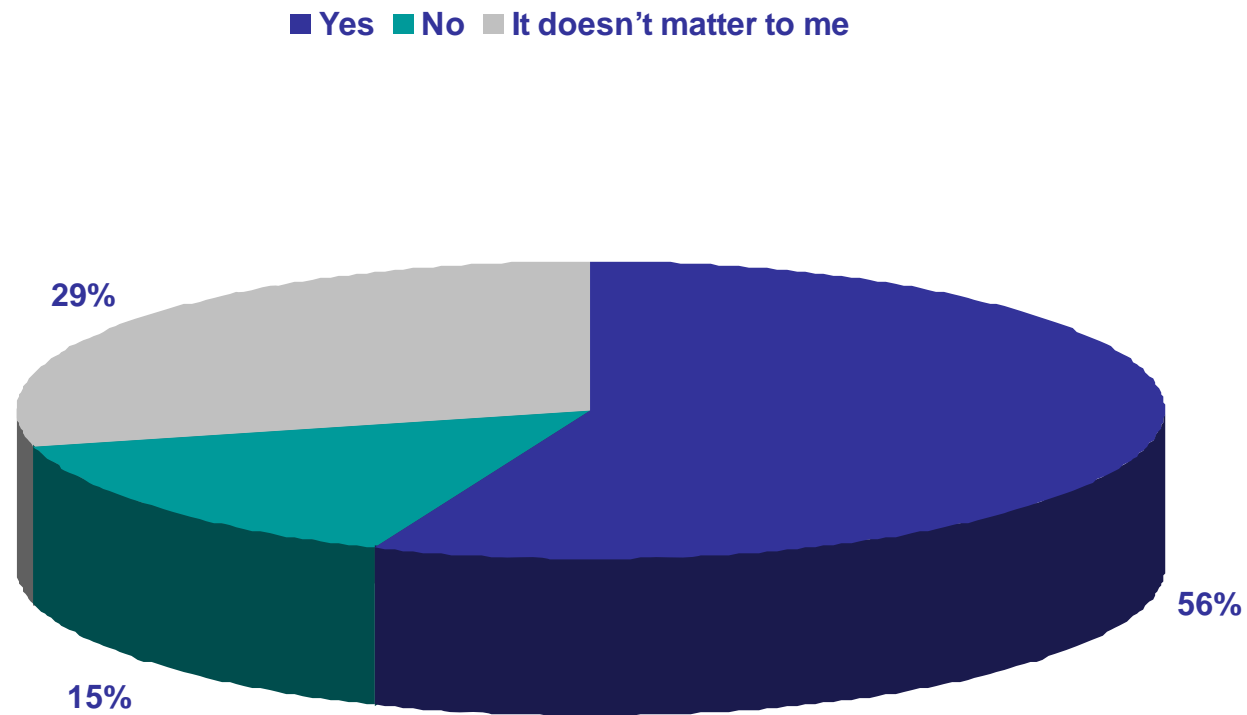
## Calgary's City Council Priority



25. What do you think should be the number-one priority for Calgary's city council?

Base: All Calgary Respondents n=426

## Building of Airport Tunnel



26. Should the new city council build the framework for the airport tunnel before the new runway is completed?

Base: All Calgary Respondents n=426